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A method and an apparatus suggests programs for viewing by a subscriber. Terminals installed at a subscriber's home and at central locations, such as bookstores, video rental stores and libraries, provide responsive or intelligent search functions to suggest programs for viewing according to a subscriber's viewing preferences. Responsive searching includes posing questions to and receiving answers from the subscribers. Intelligent searching includes gathering historical data, such as the subscriber's history of programs watched. The programs include videotapes, videodiscs, television programs and electronic books. Subscribers indicate their selection and order the programs using a menu system. An automated billing system tracks the programs ordered.